More for you.

That's what More, the 120 mm cigarette is all about.

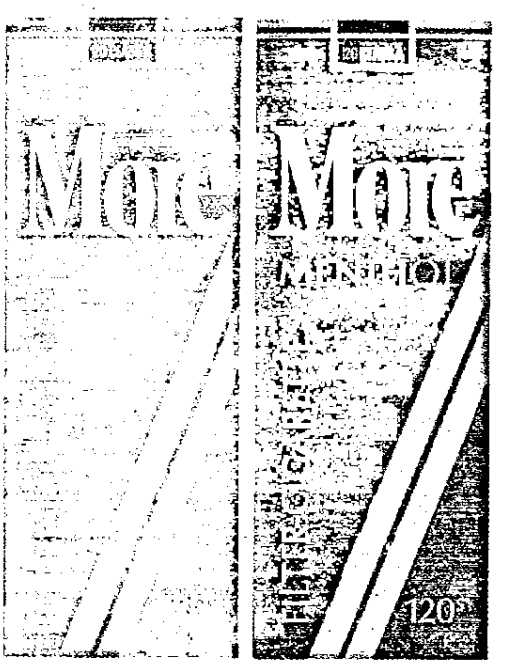
More is longer and burns slower. So its smooth, mild taste lasts a lot longer.

And More gives you more value. Since each cigarette lasts longer, you may go through fewer packs, save more money.

Try More. It has so much more for you to enjoy.

The difference is More.

Taste, length, value...and more.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

23 mg. "tar", 1.7 mg. nicotine av. per cigarette, FTC Report MAY '78.

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